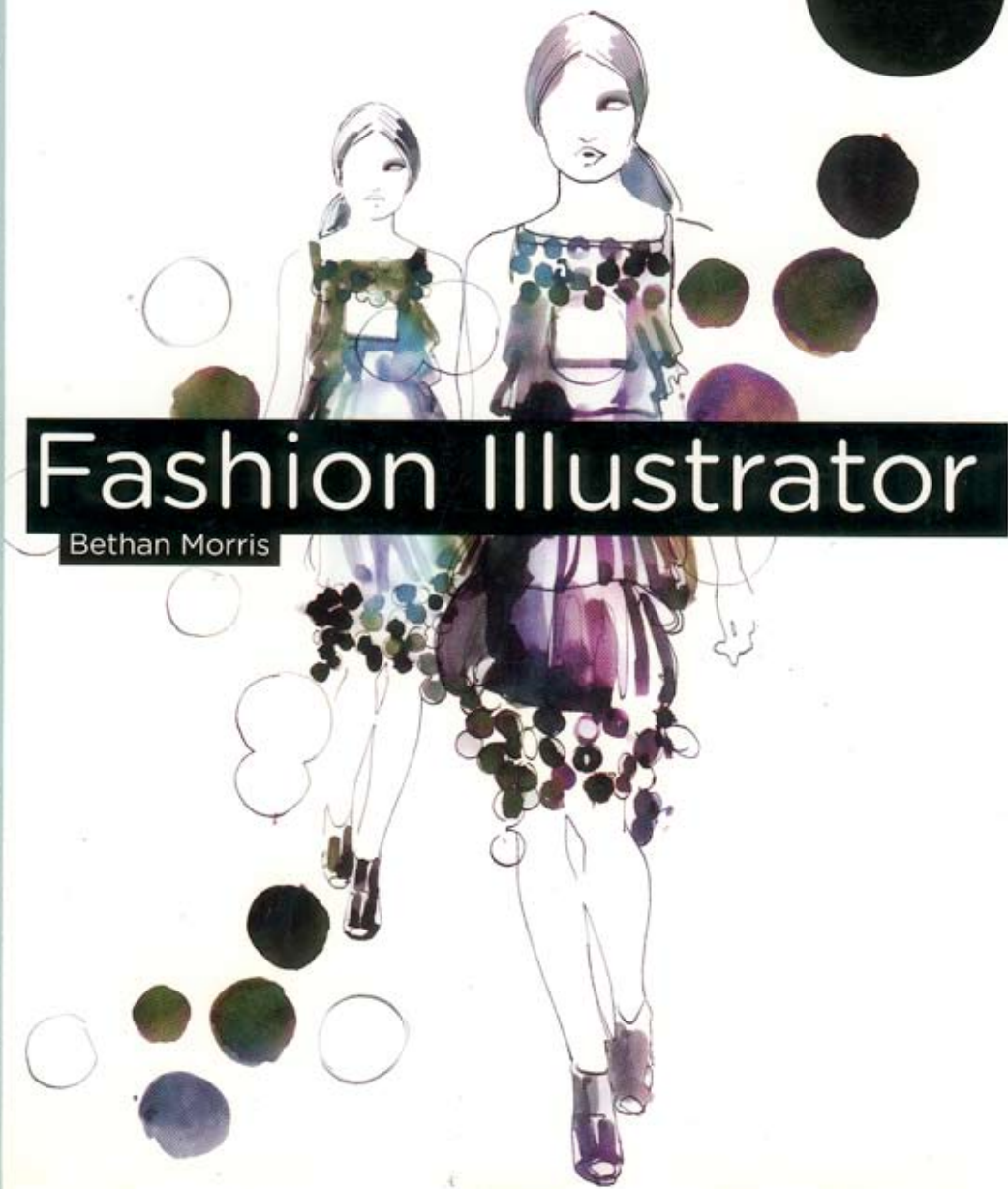


Second Edition

Portfolio



Fashion Illustrator

Bethan Morris

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Describe your fashion illustration style.

I think it is quite narrative and based specifically on irony.

Which media and techniques do you use?

Hand-stitched embroidery and collage mainly

How long does it take you to complete an illustration?

A hand-stitched one could take from two weeks to two months. A collage may last a week.

What fashion illustration tool could you not live without?

A pencil and fabrics.

If you could illustrate for any fashion client in the world, who would it be and why?

There are so many... Jil Sander, Chanel, *Vogue Italia*...

As a child, what did you want to be when you grew up?

I always knew I was an artist and never dreamed of being anything else.

What artistic training have you undertaken?

I studied Fine Arts in Spain, plus a masters degree in graphic design, also in Spain.

How do clients find out that you and your work exist? How do you promote yourself?

The main promotion is the published work itself. Then, of course, a website where they can contact me. Books, interviews, etc.

How does your website benefit your career?

As much as I hate the risk of people getting my images in blogs, I assume it's a necessary tool to be in the commercial art market.

Is being a fashion illustrator a good job?

It is a vocation job, in my opinion, so I love it.

What do you like most about being a fashion illustrator?

To work in what I really enjoy.

What do you like least about being a fashion illustrator?

Dealing with clients who try to change the illustrations for absurd reasons, both during the process and after the work is finished, in Photoshop. The lack of respect for our profession from some clients, the lack of confidence in our criteria, taste and ability to interpret what they need.

Do you work in any other areas of illustration, art and design?

Yes, I work as an artist, showing my work in art galleries.

What is your greatest achievement?

Perhaps to rethink the application of materials and techniques traditionally related with 'women at home' into a fashion language.

What is your one tip for a new fashion illustrator?

To learn more about human anatomy, drawing and human expression, and not to focus so much on fashion.

"My greatest achievement is to translate the application of materials and techniques traditionally related with 'women at home' into a fashion language." - Paula Sanz Caballero



Embroidery and fabric

Hand embroidery threads offer a vast choice of colour. Stranded cotton is the most popular type, and the strands can be separated to give you the thickness you want. Silk, wool, linen, synthetic and metallic threads are also available, giving you a variety of options ranging from smooth, shiny stitches to textural, matt ones.

Machine embroidery threads are presented on reels and also vary in colour, thickness and finish. Usually made of rayon or cotton, they come in a wide range of single colours or variegated shades, matt, shiny and metallic.

To embroider, use the needle as a drawing tool on the fabric. There is a great variety of different embroidery stitches you can use to create patterns on the fabric, demonstrating creative flair in your fashion illustration. In Chapter Four you can see how embroidery illustrator Louise Gardiner creates a fashionable shopping character using free machine embroidery techniques.

"I collect ideas in sketchbooks and do figurative drawing as often as possible." - Louise Gardiner (opposite)

Above

Paula Sanz Caballero uses hand-stitching and fabric collage to create her art.

Opposite

"With a Bernina sewing machine, I either draw freely onto canvas or I paint with acrylic onto the stitched drawings and then embroider again, mixing intricate, coloured-thread patterns into the shapes and spaces with the drawing"

- Louise Gardiner

